

Visitor Alliance of Cayucos (VAC)
(Cayucos Local Fund Advisory Board)

Minutes

February 2, 2015 – Cayucos Visitor's Center

Board Members Present:

Steve Hennigh, Good Clean Fun
Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)
Jay Patel, Cayucos Beach Inn
Richard Shannon, On the Beach B&B

Others Present:

Lisa Campolmi, Verdin Marketing
Stephanie Goodwin, Verdin Marketing
Wes Hatakeyama, Eroica California
Michael Pilolla, Verdin Marketing
Stuart Selkirk, Stewardship Traveler Program

Absent: Mike Hargett, Pier View Suites (excused) and Cindy Walton, Cayucos Vacation Rentals (excused)
CBID: Cheryl Cuming (CAO), Laifa Kollmann, and Shirley Lyon

1. **Call to Order:** By Co-Chair Toni LeGras at 5:33 p.m.
2. **Public Comment:** None
3. **Consent Items:**
 - a. **Approval of Minutes 1/5/15 Meeting:** Richard Shannon made a motion to accept the Minutes of the January 5, 2015 Meeting with no additions or corrections. Jay Patel seconded the motion; motion carried unanimously.
4. **Presentation:**
 - a. **Wesley Hatakeyama, Eroica:** Wesley gave some background on the event, which began in Italy in 1997 and is a vintage bicycle ride with 5,500 participants. The event will take place on April 11th and 12th, with its central location being Paso Robles and Hospice being the beneficiary. The ride will total 122 miles and will go from Paso Robles to Cambria, down to Cayucos, and back to Paso Robles. Due to the size of the area, only 1,000 riders will be allowed to participate at this event. Approximately 500-600 riders will come through Cayucos (it is part of the longest route, so not everyone will choose to participate). Wes stated that the route will become a permanent fixture, as has occurred in Italy and the United Kingdom. The annual event brings in people from all over the world, and it is assumed that approximately 95% of participants will be from out of the area. Spectators and journalists will be seeking accommodations surrounding the route, as Paso Robles lodging facilities are nearly booked already. The amount of funding requested is \$4,999 as well as the support of a rest stop (which would include food, drinks, and volunteer staff). Eroica has requested permission from the County to use the pier parking lot as a rest stop; although Steve suggested Front Street instead. The rest stop could be set up with volunteers dressed in vintage surf clothes or Hawaiian shirts and a vintage "surf/beach town" theme. Suggested food was clam chowder with bread, or some kind of sea food with carbohydrates. A tourism desk will be set up at the park in Paso Robles (Saturday & Sunday 9 a.m. to dark), where local area brochures can be handed out. Also, goodie bags will be distributed, which could include brochures as well. Lastly, Wes stated that each rest stop will be given a stamp in the ride passport, which would show completion of the stage and/or event as a whole. It was suggested that the Cayucos stamp be the VAC logo, should the board choose to sponsor the event.
5. **CBID Update/Programs Funded through Local Boards:**
 - a. **January Local Fund Update:** E-blast subscribers increased from 14,000 to 21,000 after the giveaway launch. There are 33 stewardship activities going on this month (Coastal Discovery Month, which has extended to 6 weeks); please encourage guests and visitors to attend the free Hearst Castle movie screening every Saturday. 180,000 Highway 1 Discovery Route Maps were distributed in 6 months.
 - b. **Tools Available for Constituents:** Cheryl encouraged board members to utilize the tools listed which include videos, photos, social media, press kits, etc...

- c. Promotion of Local Route Maps: Ideas were listed on how to use this asset. The board is encouraged to fund printing of the maps and distribute to any and all businesses and include a link in e-mails to guests with reservation confirmations.
- d. The next CBID Board Meeting is scheduled for February 25th at 12:00 p.m. at the Apple Farm.
- 6. Financials: July through December collection with 13.66% for a total net income of \$18,516.93. Cheryl noted that an adjustment made for \$7,400 as there was a duplicate charge for the US Airways editorial.
- 7. Action/Discussion Items
 - a. Discussion & Vote for Approval – Renewal of Board Terms (Carol, Toni, Richard, Cindy, and Mike): Letters of intent to continue to serve on the VAC Board were received from all except Cindy Walton. Richard Shannon made a motion to accept the renewal of board terms for members that submitted letters – Carol Kramer, Toni LeGras, Richard Shannon, and Mike Hargett; Steve Hennigh seconded the motion. Motion carried unanimously.
 - b. Discussion & Vote for Approval – Eroica California: Steve Hennigh made a motion to approve funding for Eroica California in the amount of \$5,000. Richard Shannon seconded the motion. Discussion: A committee should be formed to create the rest stop. Richard believes the event will bring international visitors and it will be up to the people and town of Cayucos to make an impression on the visitors to desire a return visit. Shirley stated that there is a possible matching funds opportunity. If matching funds were approved, the remaining \$2,500 could be used towards the rest stop. It was suggested that the venue for the rest stop be moved from the Vets Hall parking lot to Front Street and be held from 10 a.m. to 5:00 p.m. on Sunday, April 12th. Amended motion: Toni LeGras made a motion to approve funding for Eroica California in the amount of \$7,500 and request matching funds from the CBID. Steve Hennigh seconded the motion. Discussion: Cheryl clarified that if the VAC funds \$7,500, matching funds means the CBID would fund 50% of that amount, should the application for matching funds be approved. Laila is in support of the event, but stated that the application was lacking when it comes to putting “heads in beds”. Motion carried unanimously.
 - c. Review Agency Scorecard Results: This will be moved to the March meeting due to time constraints and to give the board a chance to review the results.
 - d. Discussion – Vets Hall Improvement with Lions Club: This will be moved to March meeting as Mike is not in attendance.
- 8. Committee Reports:
 - a. Marketing/Events: When funding applications are submitted, they should be reviewed prior to presenting to the board, either by Melissa or the committee. The process will be discussed further at the March meeting.
 - i. Verdin Update: The January stat summary was distributed. Stephanie introduced Michael, Verdin’s Digital Strategist, and Lisa, Verdin’s Media/Research Strategist. Michael reviewed the stat summary and compared the figures to the prior month (December 10th to December 31st and January 10th to January 31st). Total website visits were up, with mobile visits totaling 69% of all traffic. Stephanie mentioned that Kody has pulled the advertisements from the web cams. There have been 810 entries into the giveaway contest since December 16th (contest will run until February 16th). A new “#howdoYOUcayucos” contest will launch on February 17th and will run until April 17th. The advertising budget has been divided into targeting 3 demographics (outdoors-type, young couples, & older couples); ½ goes to gauging “likes” and general audience and the other ½ goes to targeting those demographics. The 1st e-mail newsletter will go out the 1st week of February (a draft will be sent to the subcommittee first). It was suggested that this be coordinated with Laila, as the Sea Glass Festival e-blast is also going out very soon. More videos will be coming out, as they are doing well. It was also noted that 96% of users over the age of 44 clicked through to the website on a mobile device.
 - b. Beautification/Outreach: No report at this time.
 - c. STP Liaison: No report at this time.
 - d. Chamber Liaison: Laila stated that the Chamber is trying to meet all the requirements of the VAC, but they are unsure if their reports are enough. A quarterly report was submitted to Melissa and it will be reviewed at the March meeting.

- e. Pier Project: Steve attended the meeting and stated that the dialogue on using the additional collected funding is "interesting", but it is turning out to be a good thing. Associated Pacific has deemed the wood from the pier toxic, so it will not be allowed to be given out or used for any purpose.

9. Future Agenda Items/New Business:

- a. Presentation of quarterly report from Chamber
- b. Agency Scorecard Review
- c. Discussion – Review of Funding Applications prior to Presentation
- d. Discussion – Vets Hall Improvement with Lions Club

10. Closing Comments: None

11. Next regular Visitor Alliance of Cayucos Meeting:

Date: Monday, March 2, 2015

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: Meeting adjourned at 7:04 p.m.